



The cigarette you can
feel comfortable with.
And stay with.

THE MODERATE SMOKE

It's not strong. It's not weak.
It's blended for the middle.

There are no excesses, except
those in quality.

It has premium tasting tobaccos.
Two advanced filter systems. And a
thoughtful Humidor Pack. To keep
your smokes fresher, longer.
Try the Moderate Smoke.

PENSON & HEDGES **MULTIFILTER**



Warning: The Surgeon General Has Determined That
Cigarette Smoking Is Dangerous to Your Health.

Regular: 14 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report 4/72

